This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF THE CLAIMS:

1.   (Currently Amended) A method for building a user interface for simultaneously managing a plurality of ~~business operated through a~~ web-based storefronts ~~storefront~~ over a network, the method comprising:

adding a module to a user interface for managing a plurality of web-based storefronts, ~~a business operated through a web-based storefront,~~ the module providing access to a plurality of control panels, each control panel providing an interface to create or manage one of the ~~a~~ web-based storefronts, wherein at least one control panel displays an identifier of each web-based storefront which is active;~~storefront for an online business engaged in a commerce of at least one of goods or services;~~

adding an area to the user interface, the area visually distinguished from and concurrently displayed with the module, the area providing a plurality of statistical data items ~~information~~ associated with ~~the~~ commerce ~~involving~~ of each ~~the~~ web-based~~storefront~~ identified in the at least one control panel; and

providing the user interface to a user over a network.

2.   (Currently Amended) The method of claim 1, further comprising adding a control panel in the plurality of control panels to the user interface, the control panel visually distinct from and concurrently displayed with the module and the area, and the control panel providing a plurality of advertising services for use in promoting each ~~the~~ web-based storefront, the plurality of advertising services comprising at least one of an advertising service for advertising on a cost-per-click basis, an advertising service for advertising on a search engine, an advertising service for advertising on a web commerce directory, or an advertising service for generating an email marketing campaign.

3.   (Previously Presented) The method of claim 1, further comprising adding a plurality of modules to the user interface, each module providing access to at least one of the control panels in the plurality of control panels.

4.   (Currently Amended) The method of claim 3, wherein a module in the plurality of modules provides access to a store management related control panel, wherein the store management related control panel displays at least one of a shipping status data or an inventory data.

5.   (Currently Amended) The method of claim 3, wherein a module in the plurality of modules provides access to a web hosting related control panel, wherein the web hosting related control panel provides access to a domain registration system.

6.   (Currently Amended) The method of claim 3, wherein a module in the plurality of modules provides access to a domain management related control panel or a mail service, wherein the mail service provides at least one of a tool to create an email address or a tool to create a mailbox.

7.   (Currently Amended) The method of claim 1, wherein the area provides displays the plurality of statistical data items information associated with the commerce involving of each the web-based storefront identified in the at least one control panel in substantially real time.

8.   (Currently Amended) The method of claim 7, wherein the plurality of statistical data items information displayed in substantially real time comprises at least one of a number of page views, a sales data, a search data, a click trail, or an inventory data a page view data for each web-based storefront identified in the at least one control panel, a sales data for each web-based storefront identified in the at least one control panel, a click-through rate data for each web-based storefront identified in the at least one control panel, a click trail data for each web based storefront identified in the at least one control panel, or a

conversion rate data for each web-based storefront identified in the at least one control panel.

9.   (Currently Amended) The method of claim 7, wherein at least one of the statistical data items the information is displayed in a graphical form in the area.

10.   (Currently Amended) The method of claim 7, wherein at least one of the statistical data items the information is displayed in a streaming text form in the area.

11.   (Currently Amended) A computer readable medium having stored therein data representing instructions executable by a programmed processor for managing a business operated through a plurality of web-based storefronts storefront over a network, the computer readable medium comprising instructions operative to:

presenting a module to a user over a network, the module providing access to a plurality of control panels, each control panel providing an interface to create or manage one of the web-based storefronts storefront for an online business engaged in a commerce of at least one of goods or services, wherein at least one control panel displays an identifier of each web-based storefront which is active; and

presenting an area to the user over the network, the area visually distinguished from and concurrently displayed with the module and the area providing a plurality of statistical data items information associated with the commerce of each web-based storefront identified in the at least one control panel.said at least one of goods or services.

12.   (Currently Amended) The computer readable medium of claim 11, further comprising instructions operative to:

presenting a control panel in the plurality of control panels to the user over the network, the control panel visually distinct from and concurrently displayed with the module and the area, and the control panel presenting a plurality of advertising services for use in promoting each the web-based storefront, the

plurality of advertising services comprising at least one of an advertising service for advertising on a cost-per-click basis, an advertising service for advertising on a search engine, an advertising service for advertising on an established web commerce directory, or an advertising service for generating an email marketing campaign.

13.   (Previously Presented) The computer readable medium of claim 11, further comprising instructions operative to:

presenting a plurality of modules to the user over the network, each module including access to at least one of the control panels in the plurality of control panels.

14.   (Currently Amended) The computer readable medium of claim 13, wherein a module in the plurality of modules comprises one selected from the group consisting of a store management module, a web hosting module, a~~domain management model, and~~ or a mail service module, wherein the store management module displays at least one of a shipping status data or an inventory data, the web hosting module provides access to a domain registration system, and the mail service module provides at least one of a tool to create an email address or a tool to create a mailbox.

15.   (Currently Amended) The computer readable medium of claim 11, wherein the area provides the plurality of statistical data items ~~information~~ associated with ~~the~~ commerce of each web-based storefront identified in the at least one control panel ~~said at least one of goods or services~~ in substantially real time.

16.   (Currently Amended) The computer readable medium of claim 15, wherein the plurality of statistical data items ~~information~~ provided in substantially real time comprises at least one of ~~a number of page views, a sales data, a search data, a click trail, or an inventory data~~ a page view data for each web-based storefront identified in the at least one control panel, a sales data for each web-based storefront identified in the at least one control panel, a click-through

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rate data for each web-based storefront identified in the at least one control panel, a click trail data for each web based storefront identified in the at least one control panel, or a conversion rate data for each web-based storefront identified in the at least one control panel.

17.   (Currently Amended) The computer readable medium of claim 16, wherein the area displays the plurality of data items ~~information~~ in a form comprising at least one a graphical form or ~~and~~ a streaming text form.

18.   (Currently Amended) A system for building a control mechanism for aggregately managing a business operated through a plurality of web-based storefronts ~~storefront~~ over a network, the system comprising:

        processor ~~processing~~ means for adding a module to a control mechanism for a business operated through a plurality of web-based storefronts, ~~storefront,~~ the module providing access to a plurality of control panels, each control panel providing an interface to create or manage the plurality of web-based storefronts, wherein at least one control panel displays an identifier of each web-based storefront which is active; ~~storefront for an online business engaged in a commerce of at least one of goods or services;~~

        processor ~~processing~~ means for adding an area to the control mechanism, the area visually distinguished from and concurrently displayed with the module, and the area to provide a plurality of statistical data items ~~information~~ associated with ~~the~~ commerce ~~involving the~~ of each web-based storefront identified in the at least one control panel; and

        processor ~~processing~~ means for providing the control mechanism to a user over a network.

19.   (Currently Amended) The system of claim 18, further comprising processor ~~processing~~ means for adding a control panel in the plurality of control panels to the control mechanism, the control panel visually distinct from and concurrently displayed with the module and the area, and the control panel to present a plurality of advertising services for use in promoting each ~~the~~ web-

based storefront, the plurality of advertising services comprising at least one of an advertising service for advertising on a cost-per-click basis, an advertising service for advertising on a search engine, an advertising service for advertising on a web commerce directory, or an advertising service for generating an email marketing campaign.

20.   (Currently Amended) The system of claim 18, wherein the processor processing means for adding the module to the control mechanism further comprises processor processing means for adding a plurality of modules to the control mechanism, each module including access to at least one of the control panels in the plurality of control panels.

21.   (Currently Amended) The system of claim 20, wherein a module in the plurality of modules comprises at least one of a store management module, a web hosting module, a domain management module, or a mail service module, wherein the store management module displays at least one of a shipping status data or an inventory data, the web hosting module provides access to a domain registration system, and the mail service module provides at least one of a tool to create an email address or a tool to create a mailbox.

22.   (Currently Amended) The system of claim 18, wherein the area provides the plurality of statistical data items information associated with the commerce involving the of each web-based storefront identified in the at least one control panel in substantially real time.

23.   (Currently Amended) The system of claim 22, wherein the plurality of statistical data items information presented in substantially real time comprises at least one of a page view, a sales data, a search data, a click trail, or an inventory data a page view data for each web-based storefront identified in the at least one control panel, a sales data for each web-based storefront identified in the at least one control panel, a click-through rate data for each web-based storefront identified in the at least one control panel, a click trail data for each web based

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storefront identified in the at least one control panel, or a conversion rate data for each web-based storefront identified in the at least one control panel.

24.   (Currently Amended) The system of claim 23, wherein the area presents the plurality of statistical data items information in a form comprising at least one of a graphical form or a streaming text form.

25.   (Currently Amended) A method for building a user interface for managing, in aggregate, a business operated through a plurality of web-based storefronts storefront over a network, the method comprising:

adding a module to a user interface, the module providing access to a plurality of control panels, each control panel providing an interface to create or manage one of the web-based storefronts storefront for an online business, wherein at least one control panel displays an identifier of each web-based storefront which is active; engaged in a commerce of at least one of goods or services,

adding an area to the user interface, the area visually distinguished from and concurrently displayed with the module, and the area providing a plurality of statistical data items an information associated with the commerce involving of each the web-based storefront identified in the at least one control panel;

adding a first control panel in the plurality of control panels to the user interface, the first control panel configured to allow manipulation of a business function of at least one of the plurality of said web-based storefronts; storefront; and

providing the user interface to a user over a network.

26.   (Currently Amended) The method of claim 25, wherein the user interface further comprises a second control panel in the plurality of control panels, visually distinct from and concurrently displayed with the module, the area, and the first control panel, wherein the second control panel is configured to provide a plurality of advertising services for use in promoting each the web-based storefront, the plurality of advertising services comprising at least one of an

advertising service for advertising on a cost-per-click basis, an advertising
service for advertising on a search engine, an advertising service for advertising
on a web commerce directory, or an advertising service for generating an email
marketing campaign.

27.   (Currently Amended) The method of claim 25, wherein the area presents
the plurality of statistical data items information associated with the commerce
involving of each the web-based storefront in a form comprising of at least one of
a graphical form, a streaming text form, a pictorial form, or and a tabular form.

28.   (Currently Amended) The method of claim 25, wherein the first control
panel provides access to the business function comprising of at least one of a
store management function, a web hosting function, a domain management
function, and or a mail service function, wherein the store management function
displays at least one of a shipping status data or an inventory data, the web
hosting function provides access to a domain registration system, and the mail
service function provides at least one of a tool to create an email address or a
tool to create a mailbox.

29.   (Previously Presented) The method of claim 28, wherein the first control
panel further comprises an input selection mechanism configured to
communicatively couple with a back end relating to the business function
associated with the first control panel.

30.   (Currently Amended) A computer program product for use in conjunction
with a computer system, the computer program product comprising a computer
readable storage medium and a computer program mechanism embedded
therein, the computer program mechanism comprising:

    a user interface application for encoding a user interface for use within a
web browser for managing a business operated through a plurality of web-based
storefronts storefront over a network, the user interface application comprising:

        instructions for encoding a module, wherein the module provides
access to a plurality of control panels, each control panel providing an

interface to create or manage the ~~plurality of~~ web-based ~~storefronts~~ ~~storefront for an online business engaged in a commerce of at least one of~~ ~~goods or services~~, wherein at least one control panel displays an identifier of each web-based storefront which is active; and

instructions for encoding an area, visually distinguished from and concurrently displayed with the module, the area for providing a plurality of statistical data items ~~an information~~ associated with ~~the~~ commerce ~~involving the~~ of each web-based storefront identified in the at least one control panel.

31.   (Previously Presented) The computer program product of claim 30 wherein the module and the area are displayed on a display of a remote computer.

32.   (Currently Amended) The computer program product of claim 31 wherein the remote computer is associated with ~~a~~ the business and runs the web browser.

33.   (Currently Amended) A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein, the computer program mechanism comprising:

a user interface application for encoding a user interface for use within a web browser for managing a business operated through a plurality of web-based storefronts ~~storefront~~ over a network, the user interface application comprising:

instructions for encoding a module that provides access to a plurality of control panels, each control panel providing an interface to create or manage the plurality of web-based storefronts, wherein at least one control panel displays an identifier of each web-based storefront which is active; ~~storefront for an online~~ ~~business engaged in a commerce of at least one of goods or services;~~ and

instructions for encoding an area, visually distinguished from and concurrently displayed with the module, the area providing ~~an~~ a plurality of

statistical data items ~~information~~ associated with ~~the~~ commerce ~~involving the~~ of each web-based storefront identified in the at least one control panel; and

      instructions for encoding a control panel in the plurality of control panels, the control panel configured to allow manipulation of a business function.

34.   (Previously Presented) The computer program product of claim 33 wherein the module, the area, and the control panel are displayed on a display of a remote computer.

35.   (Currently Amended) The computer program product of claim 34 wherein the remote computer is associated with ~~a~~ the business and runs the web browser.

36.   (Currently Amended) A first computer for providing a user interface for use within a web browser for managing ~~a business operated through a~~ plurality of web-based storefronts ~~storefront~~ over a network, the first computer comprising:

      a central processing unit;

      a memory, coupled to the central processing unit, the memory storing a software application, the software application comprising:

            instructions for constructing a module, the module for presenting access to a plurality of control panels, each control panel providing an interface to create or manage one of the web-based storefronts, wherein at least one control panel displays an identifier of each web-based storefront which is active; ~~storefront for an online business engaged in a commerce of at least one of goods or services;~~ and

            instructions for constructing an area, visually distinguished from and concurrently displayed with the module, the area for providing a plurality of statistical data items ~~an information~~ associated with ~~the~~ commerce ~~involving the~~ of each web-based storefront identified in the at least one control panel.

37.   (Previously Presented) The first computer of claim 36 wherein the module and the area are displayed on a display on a second computer that is accessible to the first computer over the Internet.

38.   (Previously Presented) The first computer of claim 37 wherein the second computer is associated with a business and wherein said second computer runs a web browser in which the module and the area are displayed.

39.   (Currently Amended) A first computer for providing a user interface for use within a web browser for managing a business operated through a <u>plurality of</u> web-based <u>storefronts</u> storefront over a network, the first computer comprising:

    a central processing unit;

    a memory, coupled to the central processing unit, the memory storing:

        instructions for encoding a module of the user interface, the module providing access to a plurality of control panels, each control panel providing an interface to create or manage the <u>a plurality of</u> web-based <u>storefronts</u> storefront for an online business engaged in a commerce of at least one of goods or services<u>, wherein at least one control panel displays an identifier of each web-based storefront which is active</u>; and

        instructions for encoding an area of the user interface, visually distinguished from and concurrently displayed with the module, the area providing an information associated with the commerce involving the <u>of each</u> web-based storefront <u>identified in the at least one control panel</u>; and

        instructions for encoding a control panel in the plurality of control panels of the user interface, the control panel configured to allow manipulation of a business function.

40.   (Previously Presented) The first computer of claim 39 wherein the module, the area and the control panel are displayed on a display of a second computer that is accessible to the first computer over the Internet.

41.   (Currently Amended) The first computer of claim 40 wherein the second computer is associated with a <u>the online</u> business and runs the web browser.